

WEB SITE PLANNING WORKSHEET

Step 1: Gathering Your Business Information

This worksheet is intended to be a starting point for your business or organization in the process of developing a web site. The purpose is to identify how you are currently doing business and the best way to integrate your site. For one-on-one help, contact Legacy Marketing for web development or strategic marketing services.

Company Information

Name: _____

Address: _____

City: _____ St: _____ Zip: _____

Phone: _____ Fax: _____

Existing Domain Name: _____

Owner/Principal: _____

Additional Locations/Contact Details: _____

Departments/Divisions

Products & Services

Awards/Certifications

Unique Selling Proposition

Existing Marketing Materials

Existing Marketing Campaigns

Business Type

Business to Business Business to Consumer

Pricing Strategy

Choose the statement that most accurately describes your business model.

- Customers choose my products/services because I have the **best price**.
- Customers come to me because I offer a **unique** product or service.
- I have a lot of competition; however, customers choose me because my products/services are a good value. I won't be the cheapest, but you get your money's worth.
- I offer a premium product/service that customers pay top dollar to obtain.
- Other: _____

Customer Sources

Rank in order of importance and frequency.

Referrals	_____	Newspaper	_____
Radio	_____	Television	_____
Industry Ads	_____	Association Ads	_____
Direct Mail	_____	Outdoor Media	_____
Event Mktg	_____	Yellow Pages	_____
Press Releases	_____	Networking	_____
Online Ads	_____	Online Directories	_____
Other	_____	Search Engines	_____

Existing Business

What are your best sources for current business?

What potential sources would you like to improve?
